to encrypt the plain text and a private key to decrypt
the cipher text. The hardware implementations of RSA are
usually about 1000 to 10,000 times slower than a hardware
implementation of DES. In software implementations, RSA
is generally about 100 times slower than DES. These
numbers will improve as technology advances, but the
processing speed of RSA will be difficult to approach the
speed of a symmetric crypto system. Consequently, RSA is
generally not viewed as a replacement for DES or any
other fast bulk encryption algorithm. Instead, RSA is
often used for secure key exchange without prior exchange
of secrets. Hence a long message is encrypted with DES.

In the Claims:

Please cancel claims 1 through 18 without
prejudice.

Please add the following new claims:

19. (new) A method for tracking the
distribution of content electronically, comprising the
steps of:

(a) detecting a tracking identifier when the
electronic storage medium is accessed by a computer;

(b) transmitting, as a function of the tracking
identifier having been detected, tracking information to
a server computer; and

(c) determining, as a function of the tracking
information having been transmitted to the server

computer, an appropriate advertisement to transmit to the computer utilizing logic in the server computer.

22
20. (new) The method of claim 19, further comprising determining, as a function of the tracking information, a retailer that sold the electronic storage medium.

23
21. (new) The method of claim 20, wherein said determining the appropriate advertisement further comprises determining, as a function of the retailer that sold the electronic storage medium, the appropriate advertisement to transmit to the computer utilizing logic in the server computer.

24
22. (new) The method of claim 19, further comprising performing a table lookup to determine one or more authorized titles.

25
23. (new) The method of claim 19, further comprising writing a transaction to a database memorializing processing.

26
24. (new) A method for tracking the distribution of content electronically, comprising the steps of:

(a) detecting a tracking identifier when the electronic storage medium is accessed by a computer;

(b) transmitting, as a function of the tracking identifier having been detected, tracking information to a server computer; and

(c) determining, as a function of the tracking information having been transmitted to the server computer, an appropriate URL to transmit to the computer utilizing logic in the server computer.

~~25~~. (new) The method of claim ~~24~~, wherein the URL includes an address of a website of a retailer where the electronic storage medium was purchased.

~~26~~. (new) A method for tracking the distribution of content electronically, comprising the steps of:

(a) detecting a tracking identifier when the electronic storage medium is accessed by a computer;

(b) transmitting, as a function of the tracking identifier having been detected, tracking information to a server computer; and

(c) determining, as a function of the tracking information having been transmitted, an appropriate updated software version to transmit to the computer utilizing logic in the server computer.

~~27~~. (new) The method of claim ~~26~~, wherein updated software version is an application that plays the content on the electronic storage medium.

30
~~28.~~ (new) A method for tracking the distribution of content electronically, comprising the steps of:

(a) detecting a tracking identifier when the electronic storage medium is accessed by a computer;

(b) transmitting, as a function of the tracking identifier having been detected, tracking information to a server computer; and

(c) determining, as a function of the tracking information having been transmitted to the server computer, an appropriate channel to transmit to the computer utilizing logic in the server computer.

31
~~29.~~ (new) The method of claim 28, wherein the electronic storage medium tracking identifier is in a Burst Cut Area.

32
~~30.~~ (new) The method of claim 29, wherein a digital code is in the Burst Cut Area.

33
~~31.~~ (new) The method of claim 29, further comprising determining, as a function of the tracking identifier, a retailer that sold the electronic storage medium.

34
~~32.~~ (new) The method of claim 29, wherein the determining of the appropriate channel includes determining the appropriate channel as a function of the retailer that sold the electronic storage medium.